

NOEMI FESTIC

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Last updated: April 2022

EDUCATION

- 2022 Dr. phil. (*summa cum laude*), Media and Communication Science, University of Zurich
- 2017 MA, Media and Communication Science (Major), Management & Economics (Minor), University of Zurich
- 2015 BA in Media and Communication Science (Major), Management & Economics (Minor), University of Zurich

ACADEMIC APPOINTMENTS

- | | |
|------------|---|
| since 2022 | Senior Research and Teaching Associate, Department of Communication and Media Research, University of Zurich |
| 2017–2021 | Research and Teaching Associate, Department of Communication and Media Research, University of Zurich |
| 2014–2017 | Student Research and Teaching Assistant, Department of Communication and Media Research, University of Zurich |

PUBLICATIONS

Journal articles (peer-reviewed)

- Büchi M, Festic N, Latzer M (2022): The chilling effects of digital dataveillance: a theoretical model and an empirical research agenda. *Big Data & Society*, 9(1). <https://doi.org/10.1177/20539517211065368>
- Festic N, Latzer M, Smirnova S (2021): Algorithmic self-tracking for health: user perspectives on risk awareness and coping strategies. *Media and Communication*, 9(4), 145–157. <https://doi.org/10.17645/mac.v9i4.4162>

Festic N, Büchi M, Latzer M (2021): It's still a thing: digital inequalities and their evolution in the information society. *Studies in Communication and Media*, 10(3), 326–361. <https://doi.org/10.5771/2192-4007-2021-3-326>

Festic N, Büchi M, Latzer M (2021): How long and what for? Tracking a nationally representative sample to quantify internet use. *Journal of Quantitative Description: Digital Media*, 1(2021), 1–23. <https://doi.org/10.51685/jqd.2021.018>

Reiss M, Festic N, Latzer M, Rüedy T (2021): The relevance internet users assign to algorithmic-selection applications in everyday life. *Studies in Communication Sciences*, 21(1), 71–90. <https://doi.org/10.24434/j.scoms.2021.01.005>

Festic N (2020): Same, same, but different! Qualitative evidence on how algorithmic selection applications govern different life domains. *Regulation & Governance*. Advance online publication. <https://doi.org/10.1111/rego.12333>

Büchi M, Festic N, Latzer M (2019): Digital overuse and subjective well-being in a digitized society. *Social Media + Society*, 5(4), 1–12. <https://doi.org/10.1177%2F2056305119886031>

Latzer M, Festic N (2019): A guideline for understanding and measuring algorithmic governance in everyday life. *Internet Policy Review*, 8(2), 1–19. <https://doi.org/10.14763/2019.2.1415>

Büchi M, Festic N, Latzer M (2018): How social well-being is affected by digital inequalities. *International Journal of Communication*, 12, 3686–3706. <https://ijoc.org/index.php/ijoc/article/view/8780>

Chapters in edited volumes

Kappeler K, Festic N, Latzer M (2021): Left behind in the digital society – Growing social stratification of internet non-use in Switzerland. In G Keel, W Weber (Eds.) *Media literacy* (pp. 207–224). Nomos.

Büchi M, Festic N, Just N, Latzer M (2021): Digital inequalities in online privacy protection: effects of age, education, and gender. In E Hargittai (Ed.) *Handbook of digital inequality* (pp. 293–307). Edward Elgar Publishing.

Dissertation

Festic N (2022): Internet use in algorithmized digital societies: selected implications of a socially stratified practice. Synopsis of the cumulative doctoral dissertation. University of Zurich. <https://doi.org/10.5167/uzh-216936>

Research reports

Latzer M, Büchi M, Kappeler K, Festic N (2021): Digitalisierungsschub durch die Covid-19-Pandemie in der Schweiz [Digitization push through the Covid-19 pandemic in Switzerland]. Spezialbericht aus dem World Internet Project – Switzerland 2021. University of Zurich. <https://mediachange.ch/research/wip-ch-2021/>

- Latzer M, Büchi M, Kappeler K, Festic N (2021): Internetverbreitung und digitale Bruchlinien in der Schweiz 2021 [Internet diffusion and digital divides in Switzerland 2021]. Themenbericht aus dem World Internet Project – Switzerland 2021. University of Zurich. <https://mediachange.ch/research/wip-ch-2021/>
- Latzer M, Büchi M, Kappeler K, Festic N (2021): Internet und Politik in der Schweiz 2021 [Internet and politics in Switzerland 2021]. Themenbericht aus dem World Internet Project – Switzerland 2021. University of Zurich. <https://mediachange.ch/research/wip-ch-2021/>
- Latzer M, Büchi M, Kappeler K, Festic N (2021): Internetanwendungen und deren Nutzung in der Schweiz 2021 [Internet applications and their use in Switzerland 2021]. Themenbericht aus dem World Internet Project – Switzerland 2021. University of Zurich. <https://mediachange.ch/research/wip-ch-2021/>
- Latzer M, Büchi M, Kappeler K, Festic N (2021): Vertrauen und Sorgen bei der Internetnutzung in der Schweiz 2021 [Trust and concerns of internet users in Switzerland 2021]. Themenbericht aus dem World Internet Project – Switzerland 2021. University of Zurich. <https://mediachange.ch/research/wip-ch-2021/>
- Latzer M, Festic N, Kappeler K (2020): Coping practices related to algorithmic selection in Switzerland. Report 4 from the project: The significance of algorithmic selection for everyday life: the case of Switzerland. University of Zurich. <http://mediachange.ch/research/algosig>
- Latzer M, Festic N, Kappeler K (2020): Awareness of risks related to algorithmic selection in Switzerland. Report 3 from the project: The significance of algorithmic selection for everyday life: the case of Switzerland. University of Zurich. <http://mediachange.ch/research/algosig>
- Latzer M, Festic N, Kappeler K (2020): Awareness of algorithmic selection and attitudes in Switzerland. Report 2 from the project: The significance of algorithmic selection for everyday life: the case of Switzerland. University of Zurich. <http://mediachange.ch/research/algosig>
- Latzer M, Festic N, Kappeler K (2020): Use and assigned relevance of algorithmic-selection applications in Switzerland. Report 1 from the project: The significance of algorithmic selection for everyday life: the case of Switzerland. University of Zurich. <http://mediachange.ch/research/algosig>
- Latzer M, Büchi M, Festic N (2020): Internet use in Switzerland 2011—2019: trends, attitudes and effects. Summary report from the World Internet Project – Switzerland. University of Zurich. <https://mediachange.ch/research/wip-ch-2019/>
- Latzer M, Büchi M, Festic N (2020): Nutzung audiovisueller Onlineinhalte und Informationsquellen von Offlinern in der Schweiz 2019 [Use of audio-visual online content and information sources of offliners in Switzerland 2019]. Spezialbericht aus dem World Internet Project – Switzerland 2019 für das Bundesamt für

Kommunikation BAKOM. University of Zurich.
<https://mediachange.ch/research/wip-ch-2019/>

Latzer M, Büchi M, Festic N (2019): Internetverbreitung und digitale Bruchlinien in der Schweiz 2019 [Internet diffusion and digital divides in Switzerland 2019]. Themenbericht aus dem World Internet Project – Switzerland 2019. University of Zurich. <https://mediachange.ch/research/wip-ch-2019/>

Latzer M, Büchi M, Festic N (2019): Internet und Politik in der Schweiz 2019 [Internet and politics in Switzerland 2019]. Themenbericht aus dem World Internet Project – Switzerland 2019. University of Zurich. <https://mediachange.ch/research/wip-ch-2019/>

Latzer M, Büchi M, Festic N (2019): Internetanwendungen und deren Nutzung in der Schweiz 2019 [Internet applications and their use in Switzerland 2019]. Themenbericht aus dem World Internet Project – Switzerland 2019. University of Zurich. <https://mediachange.ch/research/wip-ch-2019/>

Latzer M, Büchi M, Festic N (2019): Vertrauen und Sorgen bei der Internetnutzung in der Schweiz 2019 [Trust and concerns of internet users in Switzerland 2019]. Themenbericht aus dem World Internet Project – Switzerland 2019. University of Zurich. <https://mediachange.ch/research/wip-ch-2019/>

Latzer M, Büchi M, Festic N, Just N (2017): Internetverbreitung und digitale Bruchlinien in der Schweiz 2017 [Internet diffusion and digital divides in Switzerland 2017]. Themenbericht aus dem World Internet Project – Switzerland 2017. University of Zurich. <https://mediachange.ch/research/wip-ch-2017/>

Latzer M, Büchi M, Festic N, Just N (2017): Internet und Politik in der Schweiz 2017 [Internet and politics in Switzerland 2017]. Themenbericht aus dem World Internet Project – Switzerland 2017. University of Zurich. <https://mediachange.ch/research/wip-ch-2017/>

Latzer M, Büchi M, Festic N, Just N (2017): Internetanwendungen und deren Nutzung in der Schweiz 2017 [Internet applications and their use in Switzerland 2017]. Themenbericht aus dem World Internet Project – Switzerland 2017. University of Zurich. <https://mediachange.ch/research/wip-ch-2017/>

Latzer M, Büchi M, Festic N, Just N (2017): Vertrauen und Sorgen bei der Internetnutzung in der Schweiz 2017 [Trust and concerns of internet users in Switzerland 2017]. Themenbericht aus dem World Internet Project – Switzerland 2017. University of Zurich. <https://mediachange.ch/research/wip-ch-2017/>

Other publication

Latzer M, Festic N, Büchi M (2018): Informationsgesellschaft Schweiz: Internetnutzung und digitales Wohlbefinden [Information society Switzerland: internet use and

digital well-being]. *DemoSCOPE News*, April 2018, 6–7. https://mediachange.ch/media//pdf/publications/2018_01_demoscope_news_03.pdf

Media coverage

SRF Digital Podcast (2022, April): Schneller heisst nicht immer schlechter [Faster does not always mean worse]. <https://www.srf.ch/audio/digital-podcast/schneller-heisst-nicht-immer-schlechter?id=12180591>

Pilatus Today (2021, March): Warum Google bei dir andere Resultate anzeigt als bei mir [Why Google shows different results for you than for me]. <https://www.pilatustoday.ch/schweiz/warum-google-bei-dir-andere-resultate-anzeigt-als-bei-mir-141118119>

Pilatus Today (2021, March): Nidwaldnerin weiss, wie das Internet unseren Alltag steuert [«Nidwaldnerin» knows how the internet governs our everyday lives]. <https://www.pilatustoday.ch/schweiz/nidwaldnerin-weiss-wie-das-internet-unseren-alltag-steuert-141117421>

Miss Money Penny (2020): Was ist überhaupt ... ein Algorithmus [What is ... an algorithm, anyway]? <https://www.missmoneypenny.ch/article/was-ist-ueberhaupt%E2%80%89-ein-algorithmus>

PRESENTATIONS

Conference presentations (peer-reviewed)

Kappeler K, Festic N, Latzer M, Rüedy T (2022, May): Coping with algorithmic risks – How internet users implement self-help strategies to reduce risks related to algorithmic selection. *International Communication Association Annual Conference*. Paris, France.

Büchi M, Festic N, Latzer M (2021, September): Theorizing chilling effects of dataveillance. *European Communication Conference of the European Communication Research and Education Association*. Braga, Portugal (virtual event).

Festic N, Pfreundtner F, Latzer M (2021, September): Quantifying the opaque – a method to measure personalized algorithmic selection with tracking data. *European Communication Conference of the European Communication Research and Education Association*. Braga, Portugal (virtual event).

Kappeler K, Festic N, Latzer M (2021, September): Who remains offline in a highly digitized society and why? The evolution of individual factors influencing internet non-use from 2011 to 2019. *European Communication Conference of the European Communication Research and Education Association*. Braga, Portugal (virtual event).

Festic N, Pedrazzi S, Fehlmann F, Dogruel L, Studer S, Saurwein F, Steinmaurer K (2021, April): Governance von Online-Plattformen: Ansätze und Perspektiven aus der

- DACH-Region [Governance of online platforms: approaches and perspectives from the DACH region]. *Dreiländertagung für Kommunikationswissenschaft: DGPuK, ÖGK und SGKM*. Zurich, Switzerland (virtual event).
- Kappeler K, Festic N, Latzer M (2021, July): «I'm missing out" – How perceived disadvantages from non-use influence the intention to use the internet. *International Association for Media and Communication Research Annual Conference*. Nairobi, Kenya (virtual event).
- Büchi M, Festic N, Latzer M (2020, November): The chilling effects of dataveillance: analyzing internet users' behavioral modifications and counter-practices. *Swiss Association of Communication and Media Research Annual Conference*. Winterthur, Switzerland (virtual event).
- Büchi M, Festic N, Latzer M (2019, May): Widespread digital overuse impairs subjective well-being. *International Communication Association Annual Conference*. Washington, DC.
- Latzer M, Festic N (2019, May): Understanding and measuring algorithmic governance in everyday life. *International Communication Association Annual Conference*. Washington, DC.
- Büchi M, Festic N, Latzer M (2019): Too much tech? Conceptualizing and measuring digital overuse in Switzerland. Comparative evidence of users' perceived relevance for five life domains. *Swiss Association of Communication and Media Research Annual Conference*. St. Gallen, Switzerland.
- Festic N, Latzer M, Reiss M, Rüedy T (2019): How important are algorithmic selection applications for Swiss internet users? Comparative evidence of users' perceived relevance for five life domains. *Swiss Association of Communication and Media Research Annual Conference*. St. Gallen, Switzerland.
- Büchi M, Festic N, Latzer M (2018, November): Functioning digitally: How digital overuse and coping skills affect subjective well-being. *European Communication Conference of the European Communication Research and Education Association*. Lugano, Switzerland.
- Festic N, Büchi M, Latzer M (2018, November): The evolution of digital inequalities: a longitudinal analysis of internet use and attitudes. *European Communication Conference of the European Communication Research and Education Association*. Lugano, Switzerland.
- Latzer M, Festic N (2018, November): The role of algorithmic selection for everyday life: a user-centered approach. *European Communication Conference of the European Communication Research and Education Association*. Lugano, Switzerland.

- Büchi M, Festic N, Just N, Latzer M (2018, October): Inequality in online privacy: direct and indirect sociodemographic effects on self-protection. *Amsterdam Privacy Conference*. Amsterdam, Netherlands.
- Büchi M, Festic N, Latzer M (2018, October): Functioning digitally: How digital overuse and coping skills affect subjective well-being. *Association of Internet Researchers Annual Conference*. Montreal, Canada.
- Latzer M, Festic N, Gerwoll-Ronca B, Witzemberger K (2018, October): The importance of algorithmic selection for everyday life: results from a qualitative, user-centered approach. *Association of Internet Researchers Annual Conference*. Montreal, Canada.
- Büchi M, Festic N, Latzer M (2018, July): Internet use and well-being: insights from the World Internet Project Switzerland. *World Internet Project Annual Conference*. Brest, France.
- Büchi M, Festic N, Latzer M (2018, May): How digital inequalities affect social well-being. *International Communication Association Annual Conference*. Prague, Czech Republic.
- Festic N, Büchi M, Latzer M (2018, April): Evolution of and divides in the Swiss information society 2011–2017. *Swiss Association of Communication and Media Research Annual Conference*. Lugano, Switzerland.
- Büchi M, Festic N, Latzer M (2017, October): Consequences of digital divides: how internet use affects social well-being. *Association of Internet Researchers Annual Conference*. Tartu, Estonia.
- Büchi M, Festic N, Latzer M (2017, July): Digital well-being: theoretical model and empirical results from the World Internet Project Switzerland. *World Internet Project Annual Conference*. Moscow, Russia.

Invited talks

- Latzer M, Büchi M, Festic N (2021, January): Internetnutzung in der Schweiz: Daten aus dem World Internet Project Switzerland und dem SNF-Projekt «Die Bedeutung algorithmischer Selektion für den Alltag in der Schweiz» [Internet use in Switzerland: data from the World Internet Project Switzerland and the SNF project: The significance of algorithmic selection for everyday life: the case of Switzerland]. *Bundesamt für Kommunikation* (virtual event).
- Latzer M, Büchi M, Festic N (2020, November): Drei Dimensionen der digitalen Ungleichheit in der Schweiz: Zentrale Befunde aus dem World Internet Project Switzerland 2011–2019 [Three dimensions of digital inequality in Switzerland: Key findings from the World Internet Project Switzerland 2011–2019]. *Bundesamt für Kommunikation* (virtual event).
- Festic N (2019, October): Datenkommunikation im Media Change [Data communication in times of media change]. *Netzwerkanlass und Fachveranstaltung zum Thema*

«Datenkommunikation im Wandel», Eidgenössisches Departement für Wirtschaft, Bildung und Forschung WBF, Bundesamt für Landwirtschaft BLW, Fachbereich Marktanalysen. Muttenz bei Basel, Switzerland.

Other talks and workshops

Participant in the roundtable discussion “Me, myself and AI” at the *BSI Customer Summit* (2021, November). Rüslikon, Switzerland. <https://www.youtube.com/watch?v=9aBZ4a-CeYw>.

Research presentations at the Department of Communication and Media Research, University of Zurich (2017–2019): Digital well-being, the role of algorithmic selection for everyday life. Zurich, Switzerland.

Selected participant at the Doctoral Colloquium of the Association of Internet Researchers 2018 conference. Montreal, Canada.

TEACHING

Lectures and seminars

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| since 2017 | <i>Introduction to academic work</i> , BA lecture and tutorials, University of Zurich, main instructor and supervision of student teaching assistants |
| 2022 | <i>Privacy, dataveillance, and algorithms on the internet</i> , BA seminar, University of Zurich, sole instructor |
| 2021 | <i>Governing risks of algorithms in everyday life</i> , MA research seminar, University of Zurich, co-instructor |
| 2021 | <i>Facets of media change</i> , BA lecture, University of Zurich, co-instructor |
| 2020 | <i>Media change: social, economic, and political aspects</i> , BA seminar, University of Zurich, sole instructor |
| 2018 | <i>Media change: social, economic, and political aspects</i> , BA seminar, University of Zurich, sole instructor |
| 2017 | <i>Facets of media change</i> , BA lecture, University of Zurich, co-instructor |
| 2016 | <i>Social impacts of internet diffusion and use</i> , MA research seminar, University of Zurich, student teaching assistant |
| 2014–2016 | <i>Introduction to academic work</i> , BA lecture and tutorials, University of Zurich, student teaching assistant |
| 2014–2016 | <i>Empirical methods</i> , BA lecture and tutorials, University of Zurich, student teaching assistant |

Student thesis supervision

Five master's theses at the University of Zurich: Access routes to online news (Feltscher I, 2022), mhealth tracking among people with diabetes (Odermatt C, 2022), algorithmic systems in the insurance industry (Palanchova B, 2020), reputation systems in e-commerce (Wick C, 2019), internet non-use (Kappeler K, 2019)

SERVICE

Activities

since 2020	Member of the "Exchange" taskforce at IKMZ, University of Zurich
since 2019	Spokesperson of the Media Politics, Media Structures Section of the Swiss Association of Communication and Media Research (SACM)
2020	Member of the working group developing an action paper on organizational development at IKMZ, University of Zurich

Reviewing

Journal manuscript reviews for Information, Communication & Society; International Journal of Communication; Internet Policy Review; Journal of Communication; New Media & Society; Regulation & Governance; Social Media & Society

Conference submission reviews for Association of Internet Researchers; German Communication Association; International Communication Association; Swiss Association of Communication and Media Research

Session chair for Association of Internet Researchers

MEMBERSHIPS

International Communication Association; Association of Internet Researchers; European Communication Research and Education Association; Swiss Association of Communication and Media Research